Help the Daniel Boone National Forest tell our story using OnCell App, social media, and website.



Project Title	Help the Daniel Boone National Forest tell our story using OnCell App, social media, and website.
Project Summary	We utilize the popular OnCell App and a Facebook page with over 25,000 followers to tell stories of history, amazing recreational opportunities, and spectacular scenery! We need your help to use these tools to communicate to the public about the important work we do.
Country	United States

Project Description

The Daniel Boone National Forest in Eastern Kentucky wants to help visitors experience the Forest in a more engaging and dynamic way. We host the OnCell App and need help in developing tours of different themes across the Forest. OnCell tours include text, maps, images, and audio. Examples may include:

- The story of the reintroductions of the American Chestnut tree, once the giant of the Appalachians
- The story of historical sites across the Forest
- Highlights of each Ranger District
- Tours of reintroduction of elk in Eastern Kentucky
- Lake tours

We also need help developing a guide for using social media that identifies target outcomes and measures of effectiveness. We also need plans to help us engage with more diverse audiences. Interns would create social media content that highlights our work, volunteers, partners, and responsible recreation. We want to expand use of video to tell our stories. Research on our program areas including recreation, archaeology, forestry, botany, and others is necessary to create educational content.

Required Skills or Interests

Skill(s)

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Editing and proofreading
Educational design
Graphic design
Infographic design
Social media management

Storytelling/blogging/vlogging	g
Videography	
Writing	

Additional Information

You will be working with the Public Affairs team which includes a Public Affairs Specialist, Visual Information Specialist, and GIS Specialist.

Language Requirements

None